



# NuGrowth Solutions Engagement Summary



[www.nugrowthsolutions.com](http://www.nugrowthsolutions.com)

## Overview

### Industry

Merchandising solutions and service for the super-market industry, specialty retailers, and the food service industry

### Profile

Desire to grow the client base and increase the sales pipeline

### Challenge

Enable the sales and marketing team to capitalize upon best tools and practices in developing new clients, tracking client activity, and increasing sales

### Solution

Increase numbers of sales impressions with qualified prospects. Create and implement a CRM system to support consistency and predictability in market development, sales forecasting, and measurable client activity.

### Results

Increased sales pipeline yielding profitable new clients like Liz Claiborne.

## Desire to grow leads to NuGrowth CSC Worldwide partners with Success

“We needed more clients. We said, ‘Here’s what we want to do; help us get there,’ and they did. NuGrowth took on our need, then showed us how to do it, which is always what I’m looking for in a partner to help grow our business.”

— Chris Aschinger, President and CEO,  
CSC Worldwide

CSC Worldwide is a fixture in merchandising solutions and service. Merchandisers are “fixtures” - wall systems, heated displays, produce cases and much more - from which CSC Worldwide clients sell their products.

“As a family-owned, professionally managed business, We’re a team engaged in delivering exceptional service and inspired solutions in three distinct marketplaces: the supermarket industry, specialty retailers, and the food service industry,” says President and CEO, Chris Aschinger.

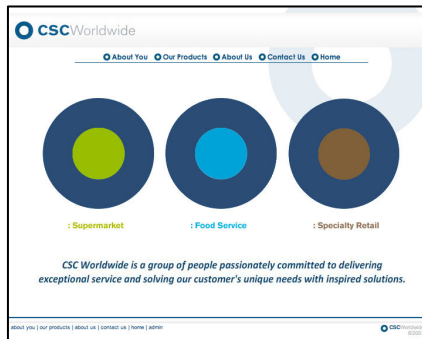
“We’re also a team engaged in wanting to get better,” says Aschinger. For CSC Worldwide, that means augmenting its value to each customer by enhancing service and providing solutions so effectively and efficiently that they become indispensable - fully integrated with each client’s success. For Aschinger, getting better also means, we want to grow our client base, especially in the supermarket and specialty retailer groups.

## For More Information:

NuGrowth Solutions  
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To access information using the World Wide Web, go to:  
[www.nugrowthsolutions.com](http://www.nugrowthsolutions.com)

CSC Worldwide  
For more Information and details regarding CSC Worldwide visit:  
[www.cscww.com](http://www.cscww.com)



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## Challenge and Vision

Building on a 113-year legacy of quality, CSC Worldwide has grown over 50% in the past five years, reaching the \$40 million level in revenues with its core clients. “We made that growth happen by working hard and running fast,” explains Aschinger, “but, as I’m learning, we were still a ‘Phase I company’” (George Land, *Transformation Theory*); “very entrepreneurial, with limited systems and processes. We just did not have a structure for bringing new clients on board and increasing our revenue stream. As we looked at how to continue to grow the business, we knew we needed to expand the pipeline and get a sales machine in place.”

## Solution

Faced with that clear issue, CSC Worldwide turned to NuGrowth Solutions.

“As we assessed the opportunity at CSC Worldwide, it was clear they have great account managers, excellent products and service, and a reputation for quality. What they didn’t have was the bandwidth to initiate and sustain an effective outbound penetration of the market. They needed people dedicated to finding and qualifying prospects,” says Paul Fuller, NuGrowth’s VP of Client Solutions. “Nine months ago, we began providing outbound appointment setting. Since then we’ve expanded to full outbound sales for the supermarket group, and providing a complete front-end sales pipeline for their specialty retail market. Our job is to deliver professionally controlled, positive brand impressions to the maximum number of prospective buyers. It’s a strategic – and successful – numbers game.”

“The outbound sales initiative we have with NuGrowth Solutions is specifically to grow our client base. It’s like they’re an extension of CSC Worldwide... and had someone told me I would feel like that, I wouldn’t have believed it,” laughs Chris Aschinger. “They’ve ingrained themselves into who we are and integrated themselves with the people on our team. That’s a really nice surprise.”

In addition, “NuGrowth created sales processes for us where we lacked the expertise,” continues Aschinger. “They led the establishment of Salesforce® as a tool and integrated it for us. Now I can look at our new opportunities and how far along we are with them.”

Using the Salesforce customer relationship management system to its fullest advantage, NuGrowth has helped implement structure, discipline, metrics and perspective to all sales activities. “It allows us to understand how new business opportunities are being identified, what’s of interest to prospective clients, and what that translates to in terms of potential revenue,” explains Fuller. “It provides a big-picture and tracks strategic details on the market – companies, buying decisions, timing, and more. That enables us to assess how sales are progressing, then adapt and capitalize on our unique client information to pursue them more effectively.”

## Result

As an extension of the CSC Worldwide sales team, NuGrowth representatives have delivered over 3100 positive impressions, setting more than 50 qualified appointments, and capturing 2200+ contacts for follow-up marketing efforts.

Chris Aschinger sums it up this way: “NuGrowth has grown our sales cycle pipeline and helped us gain new clients. I’ve asked the CSC Worldwide team to grow the business at a 15% rate, and NuGrowth Solutions is the partner the team has chosen that helps us do that.”